Printed:

05/08/2012 2:21 PM

Rep Order# 6813893 EC'd No

Ver# 1

Mod# 0

Status Partially Confirmed Traffic Order# 766665

Last Received:

05/08/2012 12:46 PM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.

).US CHAMBER OF CMRC Advertiser (

US CHAMBER Product

435 Estimate#

Buyer

Phone# Fax#

Scott Kahn

) MEDIA AD VENTURES Agency

8136 OLD KEENE MILL ROAD, S#A-300

SPRINGFIELD, VA 22152 Agency C/PI/P2/E 106/120/435

Flight Dates

05/07/2012 - 05/20/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office () ANJIE BRADY Salesperson (

215-567-6005 Salesperson Phone# Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

50=*

--- REMARKS ---

LN 8 1x = 5/12 = N/A - MG ofter = 1x = 5/12 = 12:30-4P NCTR

LN 11 1x 5/12 - MG PGM TP CHG LATE RUN NEWS

LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCTR

LN 16 1x 5/12 - MG PGM TP CHG Seinfeld Late Run

LN 17 lx 5/12 - MG PGM TP CHG FOX Delayed Broadcast

LN 18 1x 5/13 PGM CHG = Leading Edge

---STATION ORDER COMMENTS---

LN 8 1x Cops5/12 N/A - MG offer = 1x MLB 5/12 12:30-4P NCIR

LN 11 1x 5/12 - MG PGM TP CHG LATF RUN NEWS

LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCIR

LN 16 1x 5/12 - MG PGM TP CHG Seinfeld Late Run

LN 17 1x 5/12 - MG PGM TP CHG FOX Delayed Broadcast

LN 18 1x 5/13 PGM CHG = Leading Edge

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# oi Weeks	Spots	TOTAL COSC	myparc
												-
	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	05/07-05/18	3	2	б	\$300.00	
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/18	3	2	6	\$300.00	
	7	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/18	3	2	6	\$360.00	
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	б	\$480.00	
	6	М	9P-1UP	HOUSE	. 30	\$400.00	05/14-05/14	1	1	1	\$400.00	

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2 of 3 05/08/2012 2:21 PM Printed: Ver# 1 Mod# 0 Status Partially Confirmed Traffic Order# 766665 Rep Order# EC'd No 6813893 05/08/2012 12:46 PM Last Received:

Showing Buylines: All Lines

					SHOWING BUSINESS. AND PARKET									
Station Adverti Produc	iser	WUPW-TV TOLEDO, OH. () .US CHAMBER OF CMRC US CHAMBER 435 Scott Kahn			Agency () MEDIA AD VENTURES 8136 OLD KEENE MILL ROAD, S#A-300 SPRINGFIELD, VA 22152					Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY				
Estimat Buyer Phone#	ite#				Agency C/P]/P2/F Flight Dates Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
Fax#	Ln	Da y	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
	7	· -	8P-9P	IDOL		:30	\$1,250.00	05/10-05/10	1	1	ι	\$1,250.00		
	8	SA	8P-9P	COPS		:30	\$175.00	05/12-05/12	1	1	1	\$1/5.00		
	y	SΛ	630P-11P	NASCAR		: 30	\$950.00	05/12-05/12	1	1	1	\$950.00		
	10	M F-	10P-11P	FOX TOLEDO NEWS & 10PM		: 30	\$175.00	05/07-05/18	3	2	6	\$1,050.00		
	11	SA	10P-1030P	FOX TOLEDO NEWS SATURDAY	7 @ 10PM	: 30	\$175.00	05/12-05/12	1	1	1	\$175.00		
	12	ទប	10P-103CP	FOX TOLEDO NEWS SUNDAY (3 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00		
	1.3	M-F	11P-1130P	SEINFELD		:30	\$60.0C	05/07-05/18	2	2	4	\$240.00		
	14	M-F	1130P-12A	THE OFFICE		:30	\$50.00	05/07-05/18	2	2	4	\$240.00		
	15	ДP	5P-6P	THE CLOSER		:30	\$25.00	05/12-05/12	1	1	1	\$25.00		
	16	SA	1030P 11E	SEINFELD		:30	\$50.00	05/12-05/12	1	1	1	\$50.00		
	17	SA	11P-12A	HELL'S KITCHEN		:30	\$35.00	05/12-05/12	1	1	1	\$35.00		
	18	ខ្សា	1030P-11F	RYCHNOVSKY		:30	\$50.00	05/13-05/13	1	1	1	\$50.00		

--- REPORT TOTALS---

Report Totals: 54 / \$6,/35.00

--- SALES MONTHLY TOTALS---

3 of 3 Printed: 05/08/2012 2:21 PM Status Partially Confirmed Traffic Order# 766665 Rep Order# 6813893 Ver# Mod# 0 05/08/2012 12:46 PM EC'd No

Last Received: **Showing Buylines:** All Lines

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) PHILADELPHIA

215-567-6005

215-567-5938

) ANJIE BRADY

) MEDIA AD VENTURES Agency Station WUPW-TV TOLEDO, OH. 8136 OLD KEENE MILL ROAD, S#A-300

Advertiser () US CHAMBER OF CMRC SPRINGFIELD, VA 22152 **US CHAMBER** Product Estimate#

Agency C/P1/P2/E 106/120/435 435 Flight Dates 05/07/2012 - 05/20/2012 Scott Kahn

Hiatus Weeks Phone# Fax#

Sales Totals: 54 / \$6,/35.00 Station Totals: 54 / \$6,735.00

Lines not sent/rold/rtrn: 0 / \$0.00

-- COMPETITIVE-

wrol. 49% WTVG 41% 49 91) WNWO 0.6 WNGT \$112,250 CATV Market Totals

WUPW 60

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

NOV10, MAY11, ENGV11 Books

Demos RA35+

-- CREDIT RISK ---

Buyer

CASH IN ADVANCE